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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|---|---|---|---|
| 09/899,348 | 07/05/2001 | Desmond Mascarenhas | 479942000300 | 2173 |

| 20872 | 7590 | 10/23/2006 |
|---|---|---|

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| EXAMINER |
|---|
| JEANTY, ROMAIN |

| ART UNIT | PAPER NUMBER |
|---|---|
| 3623 | |

DATE MAILED: 10/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

## EXAMINER'S AMENDMENT

1.      An examiner's amendment to the record appears below.  Should the changes and/or

additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR

1.312.  To ensure consideration of such an amendment, it MUST be submitted no later than the

payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with

Catherine D. Lee on October 12, 2006.

### In the Drawing:

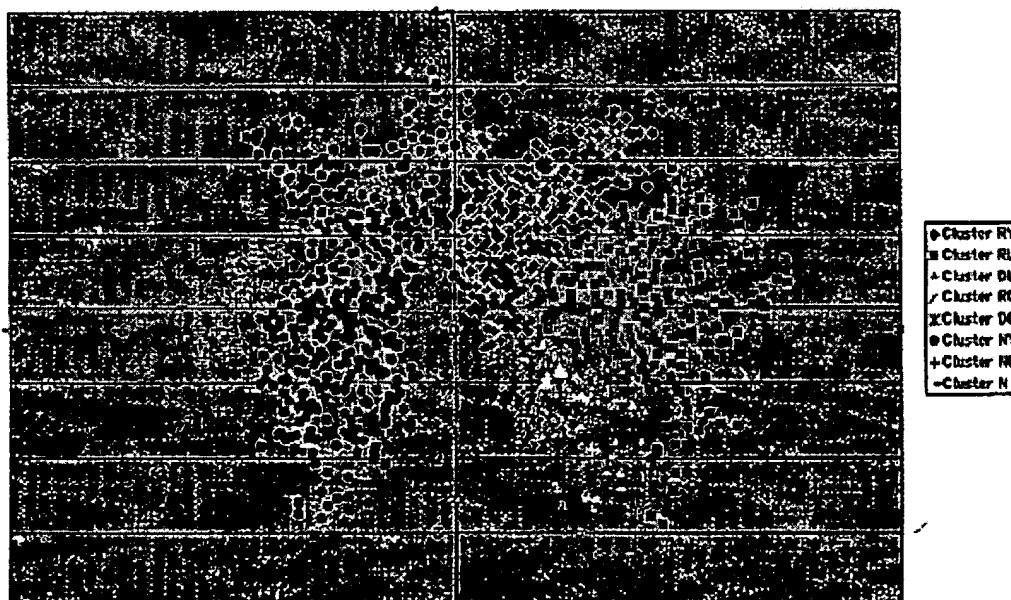Please add:

Clustering of Cognitive Types
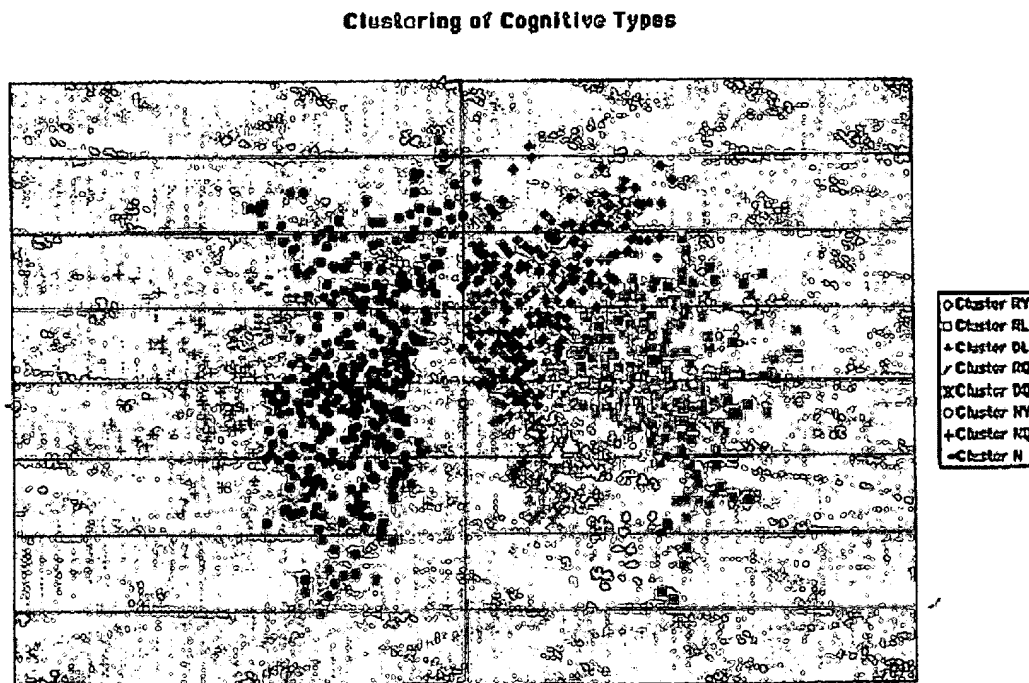


FIG. 8

**In the Specification:**

Please replace 00153 and 00154 with the following replacement paragraphs:

[00153      <u>Referring to FIG. 8, clustering</u> respondents was accomplished in two steps:

[00154]      First, the traits scores of 1373 participants were analyzed using Standard

Principle Component Analysis (SAS Proc PRINCOMP). The technique reduced the true

dimensionality of the data space to three or four dimensions (Scree plot analysis), with over 80%

of the variance in the data being accounted for in the first two Principle Components. The first

Principle Component consisted mainly of measures that describe novelty-seeking while the

second was composed of those that describe competitiveness. The data were then clustered

hierarchically using SAS procedure MODECLUS.

Delete [[



Clustering of Cognitive Types

]]

Please add the following new paragraphs after Paragraph 0039:

[0039.5]      Fig. 8 illustrates a plot describing the clustering of cognitive types.


## Conclusion

2.     Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The

examiner can normally be reached on Mon-Thurs 7:30 am - 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the

organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent

Application Information Retrieval (PAIR) system. Status information for published applications

may be obtained from either Private PAIR or Public PAIR. Status information for unpublished

applications is available through Private PAIR only. For more information about the PAIR

system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

October 12, 2006

Romain Jeanty
Primary Examiner
Art Unit 3623